

Message Text

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UNCLAS FRANKFURT 4001

E.O. 11652: N/A

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SUBJECT: HOTEL AND RESTAURANT EQUIPMENT SHOW

COMMERCE FOR TRAFTON-BIC 226

1. HOTEL AND RESTAURANT EQUIPMENT

2. US TRADE CENTER, FRANKFURT/MAIN, JUNE 18-21, 1974

3. 28 REPRESENTING 36 FIRMS

4. \$177,000

5. \$9,390,00

A. \$3,355,000 NTM

B. \$6,284,000 OTM

6. 16

7. 7

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8. 66

9. N/A

10. 490

11. ALTO-SHAAM, INC, A NEW TO MARKET FIRM FROM MILWAUKEE, WISCONSIN, LISTED AS THEIR PRINCIPLE OBJECTIVES; 1. FINDING SALES REPRESENTATIVE OF DISTRIBUTOR; 2. IMMEDIATE SALES; 3. PRODUCT TESTING/MARKET RESEARCH. MR JERRY MAAHS, PRESIDENT, WHO ROASTED AND SERVED STANDING RIB ROASTS ALL DURING THE EXHIBITION, STATED, "THE LIMITED NUMBER BUT EXCELLENT QUALITY OF VISITORS ENABLED US TO GIVE UNHURRIED AND EFFECTIVE PRESENTATIONS; AS A CONSEQUENCE, THE RESULTS WERE QUITE SATISFYING". AT THE CLOSE OF THE EXHIBITION, ALTO-SHAAM, INC. WAS STILL NEGOTIATING WITH FOUR SALES REPRESENTATIVES OF DISTRIBUTORS FROM GERMANY, ITALY, SWITZERLAND AND FRANCE. (CLEARED EXCEPT FOR FORECAST) GIBSON INTERNATIONAL CORPORATION, (NTM), WAS SEEKING BOTH SALES REPRESENTATIVES OF DISTRIBUTORS AND POSSIBLE LICENSEES. GIBSON WAS STILL NEGOTIATING WITH TWO REPS/DISTRIBUTORS AND ONE LICENSEE AFTER CLOSE OF EXHIBITION. MR BONNICE, EXPORT SALES MANAGER, WROTE: "A TRADE CENTER EXHIBITION IS INVALUABLE IN INVITING PROSPECTIVE DISTRIBUTORS FOR DISCUSSIONS AND EXHIBITING AND DEMONSTRATING EQUIPMENT. MORE PEOPLE FROM PROSPECTIVE DISTRIBUTORS: LICENSEES CAN ATTEND SUCH DISCUSSIONS AT THE CENTER THAN THEY WOULD IF THEY WERE TO TRAVEL TO USA". (NOT CLEARED) INTER-AMERICAN AUTO BAR SYSTEMS, INC., (NTM), BOOKED \$10,000 IN SALES DURING SHOW AND FORECAST AND ADDITIONAL \$75,000 FOR THE NEXT 12 MONTHS. MR MUSTAKIS, PRESIDENT, STATED HIS OBJECTIVES AS FINDING SALES REPRESENTATIVE OR DISTRIBUTOR AND EXPOSURE TO NEW BUSINESS PROSPECTS AND PROMPTLY SIGNED TWO DEFINITE DISTRIBUTORS DURING THE EXHIBITION AND WAS NEGOTIATING WITH FOUR ADDITIONAL DISTRIBUTORS AT THE CLOSE OF THE SHOW. HE STATED THAT HE WAS VERY PLEASED WITH THE RESULTS SINCE HE ESTABLISHED TWO DEFINITE DISTRIBUTORS AND HAS TWO MORE SERIOUS PROSPECTS. (CLEARED) TRANS-WORLD COMPACTORS, INC., (NTE/NTM) PARTICIPATED IN THEIR FIRST USDOC SPONSORED EXHIBITION. TRANS-WORLD WAS REPRESENTED BY THEIR ENGLISH DISTRIBUTORS, SOUTHALLS, UNCLASSIFIED

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LTD. THEIR PRINCIPLE OBJECTIVES WERE FINDING SALES REPRESENTATIVES OF DISTRIBUTORS AND PRODUCT TESTING WHICH THEY FULLY ACHIEVED DURING THE EXHIBITION. A HAPPY PLUS WAS THE BOOKING OF OVER \$100,000 IN SALES DURING THE EVENT. IN ACHIEVING THEIR OBJECTIVE, THEY PENETRATED THREE NEW MARKETS: GERMANY, HOLLAND AND BELGIUM, AND WAS IN SERIOUS NEGOTIATIONS WITH EIGHT LEADS FOR DISTRIBUTORSHIPS AT CLOSE OF SHOW. MR FINNEY OF SOUTHALLS, LTD. COMMENTED: "WE CONSIDER THAT

THIS HAS BEEN A VERY GOOD EXHIBITION AND ANY PARTICIPANT WHO
DID NOT DO WELL EITHER HAD A POOR PRODUCT OR THEY DID NOT TAKE
ADVANTAGE OF THE HIGH QUALITY VISITORS". (CLEARED)
THERE WERE MAY MORE SUCH SUCCESS STORIES DURING THIS SHOW,
THOWEVER, FOR THE SAKE OF BREVITY AND RESOURCE, THE ABOVE WILL
INDICATE THE GENERAL SUCCESS OF THE EXHIBITION.HARLAN

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